



# GET FUNDED!

## # 2025

### Creative Europe MEDIA

## Creative Europe

**The Creative Europe Programme of the European Union combines the subprogrammes MEDIA, CULTURE and a CROSS SECTOR strand. For the current programme 2021-2027, the total budget is € 2.44 bn.**

MEDIA strengthens cooperations between the audiovisual industry in Europe and beyond and increases the outreach of European films and projects. The programme aims to reach new audiences and contributes to the internationalisation of the industry. MEDIA supports producers, game developers, distributors, sales agents, festivals, markets, trainings, VOD services, cinemas and more.

Under the CROSS SECTOR strand, the programme encourages the collaboration between different cultural and creative sectors and supports the news media sector.

### 1 MEDIA

**Content** European Co-Development, European Slate Development, TV and Online Content, Video Games and Immersive Content Development

**Business** Skills and Talent Development, Markets & Networking, European Film Distribution, European Film Sales, MEDIA 360°, Innovative Tools and Business Models

**Audience** Films on the Move, European VOD Networks and Operators, Audience Development and Film Education, European Festivals, Networks of European Festivals, Networks of European Cinemas

### 2 CROSS SECTOR

Creative Innovation Lab, NEWS - Journalism Partnerships, NEWS - Media Literacy, NEWS - Media Freedom Rapid Response Mechanism

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[www.creative-europe-desk.de/media](http://www.creative-europe-desk.de/media)

## European Co-Development



»Treasure« by Julia von Heinz © Lukasz Bak, Alamode Film



26.02.2025



6,5 Mio.

**At least two production companies from two MEDIA countries apply together for the development of an animation, creative documentary, fiction, series or VR project for commercial distribution in cinema, TV or online.**

### Applicants

Two or more independent European production companies can apply if

- one company holds the majority of rights to the project;
- the leading company can show a reference project that has been produced after 1 January 2018 and commercially distributed in three countries outside of the country of origin;
- the first day of photography takes place at least ten months after the call deadline.

### Funding

Max. of 70% of eligible costs, max. 120.000 Euro for an application with two partners, for each additional partner, the maximum grant increases with 60.000 Euro. Max. 200.000 Euro for co-development of a drama series with a production budget over 20 Mio. Euro for application of two partners; it increases with 100.000 Euro per additional eligible partner.

## Content

## European Slate Development



»Milk Teeth« by Sophia Bösch © 2024 Weydemann Bros./ Merav Maroody



05.12.2024



18 Mio.

**Funding for the development of three to five projects plus the optional production of a short film by an upcoming director. The following projects are eligible: animation, creative documentary, fiction, series and VR projects for commercial distribution in cinema, TV or online.**

### Applicants

Independent European production companies can apply if

- they hold the majority of rights to the projects;
- they can show two reference projects that have been produced after 1 January 2018 and commercially distributed in three countries outside of the country of origin;
- the first day of principal photography is at least ten months after the call deadline.

### Funding

The grant will be a lump sum grant between 30.000 and 100.000 Euro per project and with 10.000 Euro for a short film attached to the slate.

## Content

## TV and Online Content



»The Very Hairy Alphabet« by Eliza Plocieniak-Alvarez © Eagle Eye Filmproduktion

 05.12.2024 /  
14.05.2025

 20 Mio.

**The scheme supports the production of creative documentaries, animation and fiction works (one-off or series) intended primarily for TV or online distribution.**

### Applicants

Independent European production companies can apply if

- the project has a high percentage of international/non-national financing;
- the application is submitted at the latest on the first day of principal photography/start of animation.
- Applicants have to prove that at least two broadcasting companies or platforms from different MEDIA countries are involved via co-production or pre-sale.
- 40% confirmed financing from third parties, minimum 50% of the financing from MEDIA countries.

### Funding

The grant will be a customized lump sum grant up to 20 % of the eligible production budget, max. 2 Mio. Euro.

Content

## Video Games and Immersive Content Development



»Highreach« © Vestgames

 12.02.2025

 7 Mio.

**The development of a narrative video game or XR project up to a prototype.**

The development phase is understood as the phase starting from the first idea until the production of the first playable prototype or first trial version, whichever comes first. In order to be considered narrative, the story must be told or shown throughout the whole game (in-game storytelling) or interactive immersive experience, and not only as an introduction or an ending.

### Applicants

An independent European video game production company or XR studio or audiovisual production company can apply if

- it holds the majority of rights to the project;
- it can show a recent experience in producing commercially distributed works (between 2022 and deadline).

### Funding

Maximum of 60% of eligible costs, maximum 200.000 Euro.

Content

## Skills & Talent Development



European Showrunner Programme © ifs Heiko Specht



24.04.2025



7,5 Mio.

**Funding of training and mentoring initiatives to enhance the capacity of audiovisual professionals to adapt to new creative processes, market developments and digital technologies that affect the whole value chain.**

### Applicants

European entities, organisations or universities can apply.

### Funding

The EU grant is limited to a maximum co-financing rate of total eligible costs of 80%.

Business

## Markets & Networking



European Shooting Stars © Harald Fuhr, efp\*



2026



tba

**Funding for markets and networking opportunities for European professionals and for B2B promotional activities of European works, facilitating European and international co-productions (including feature films, short films, video games, TV series and cross media). The support facilitates access to professional audiovisual trade events and markets, both physical and online.**

**The markets and actions can take place inside or outside the EU.**

### Applicants

European entities and organisations can apply.

Business

# European Film Distribution



»Marianengraben« by Eileen Byrne © Oliver Oppitz, Alamode Film



24.04.2025



32 Mio.

**The support shall encourage the wider transnational distribution of European films by providing funds to distributors, based upon their performance on the market in the recent year, for reinvestment in the acquisition, promotion and distribution (including online) of recent non-national EU films.**

1. Distributors generate reference funds for the number of paying admission tickets sold for non-national European films in cinemas in 2024.
2. Reinvestment in new non-national European films in co-productions, minimum guarantee or P&A costs.

## Applicants

European theatrical distribution companies can apply. There is a minimum availability threshold of the potential fund per distributor.

## Funding

Maximum of 70% of eligible reinvestment costs. The generated amount depends on the number of admissions in 2024, the country of origin of the distributor and the nationality of the films.

## Business

# European Film Sales



»Jippie no more« by Margien Rogaar © m-appeal



19.06.2025



5,15 Mio.

**The European Film Sales support shall encourage the wider transnational distribution of recent European films by providing funds to sales agents, based upon their performance on the market in 2024, for further reinvestment in the acquisition, promotion and distribution (including online) of recent non-national European films.**

Two phases:

1. The generation of the potential fund, according to the performance of the company on the European market.
2. Reinvestment in max. five eligible non-national European films in
  - a) minimum guarantees or advances paid for the international sales rights;
  - b) P&A costs.

## Applicants

European sales agents can apply.

## Funding

Maximum of 70% of eligible reinvestment costs.

## Business

## MEDIA 360°



Berlinale Co-Production Market © Lydia Hesse



09.01.2025



21 Mio.

**Funding for a package of activities facilitating the creative process, the promotion, sales and distribution of content, and/or the uptake of new technologies or business models.**

The activities shall benefit the value chain («Talent and Skills», «Markets and Networking», «Support to international co-productions», «Innovative Tools and Business Models» and «Audience Development») implemented by experienced European organisations.

### Applicants

European organisations that have received funding before under different MEDIA funding schemes.

### Funding

The EU grant is limited to a maximum co-financing rate of total eligible costs of 70%.

Business

## Innovative Tools and Business Models



© Song about summer



16.01.2025



8 Mio.

**Support to projects focusing on the specific challenges of the audiovisual industry such as visibility, availability, audience and diversity of European works. Possible funded projects can be business and technical tools, rights management, technologies, data analytics, AI, blockchain, tools for distribution, producing, financing and greening etc.**

### Applicants

European companies and organisations can apply.

### Funding

Maximum of 70% of eligible costs.

Business

## Films on the Move



»From Hilde, with Love« by Andreas Dresen © Pandora Film Verleih



20.03. and 17.07.2025



16 Mio.

**Funding for pan-European distribution campaigns (theatrical and online), coordinated by the sales agent of the film.**

### Applicants

European sales agents apply in a grouping with at least seven distribution companies. Not less than two of the distributors need to be from »lower capacity countries«. The film release can only start ten weeks after the submission.

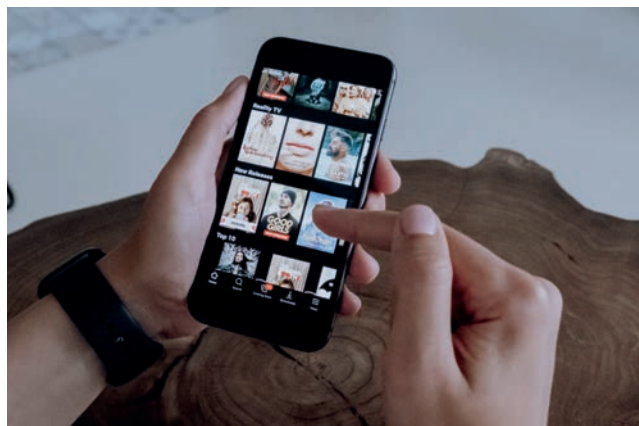
- European film, copyright 2023 earliest
- Production budget of max. 20 Mio. Euro, financed min. 50 % from MEDIA countries

### Funding

Maximum of 90% of eligible costs of the sales agent.  
The amount for each distributor is limited to 70% of the P&A costs within the following limits: between 10.000 and 150.000 Euro depending on the territory.

**Audience**

## European VOD Networks and Operators



© European Commission



2026



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**European Video on Demand (VOD) network(s) and operators screening a significant proportion of non-national European works, can be funded for collaborative actions across borders to increase the visibility and accessibility of European works online.**

### Applicants

A group of at least three European VOD operators from at least two different countries can apply. Also a VOD platform that operates within two different countries is eligible.

**Audience**

# Audience Development and Film Education



Kino X Games © SpielFabrique



27.03.2025



6 Mio.

**European audience development initiatives, including film education initiatives, aimed particularly at young audiences to promote interest in and knowledge of European audiovisual creation.**

**Priorities: European cooperation, innovation, use of digital technologies, horizontal topics of the MEDIA programme such as sustainability and diversity.**

## Applicants

Independent European public institutions, non-profit organisations, companies, universities or schools can apply with

- projects with min. 50% European audiovisual works
- projects with min. five MEDIA countries involved

## Funding

Maximum of 70% of eligible costs.

Audience

# European Festivals



Kurzfilm Festival Hamburg © Claudia Höhne



11.03.2025



10 Mio.

**Funding for European festivals programming a significant proportion of non-national European films, aiming at year-long activities targeted to expand and renew audiences and implementing innovative audience outreach activities as well as initiatives for young audiences.**

## Applicants

European festivals that show minimum 50% European, non-national films from at least 15 MEDIA countries.

## Funding

Lump sums between 19.000 and 75.000 Euro, depending on the genre of the festival and the number of films shown.

Audience

## Networks of European Festivals



Filmfest Dresden, Opening © Oliver Killig



2026



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**Support to European festival networks of minimum four festivals – one coordinator and three members. The network should reinforce cooperation among the festivals to expand to new audiences, increase the impact of their work, the visibility of the films, to exchange knowledge and best practices and harness the digital transformation, including developing and updating online tools and data applications.**

### **Applicants**

Minimum number of four festivals showing at least 50% non-national films from at least 15 MEDIA countries (including »low capacity countries«) and providing programmes to the audience and to the industry.

There can be festivals within the network additionally that do not fulfill the criteria, but they will not receive any MEDIA support.

**Audience**

## Networks of European Cinemas



PROVINZ Programm kino Enkenbach © PROVINZ



16.07.2025



15,5 Mio.

**The MEDIA Programme supports the Europa Cinemas network of European cinemas with an annual budget of 15,5 Million Euros. The cinemas get a support up to 50.500 Euro (plus bonus) and need to screen between 40% and 50% of European films, depending on the size. There are over 1200 cinemas in the network worldwide.**

For further information:

<https://www.europa-cinemas.org/en>

**Audience**

## CROSS SECTOR



© Luis Cortés auf unsplash.com

### Creative Innovation Lab

NEWS - Journalism Partnerships

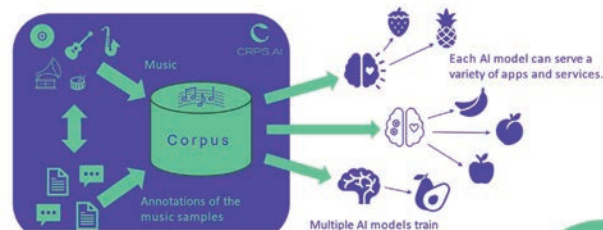
NEWS - Media Literacy

NEWS - Media Freedom Rapid Response Mechanism

Cross Sector

## Creative Innovation Lab

The Training Corpus: Beating Heart of Every AI System



crps.ai - Ethical AI for Film and Game Soundtracks © Soflab UG



24.04.2025



5 Mio.

The call for Creative Innovation Lab shall incentivise players from different cultural and creative sectors to design and test innovative digital solutions with a potential long-term impact on multiple cultural and creative sectors. The call shall facilitate the creation of innovative solutions (e.g. tools, models and methodologies) that target the audiovisual sector and at least one other creative and/or cultural sector.

### Applicants

Single applicants or a consortium of at least two companies from countries participating in the Creative Europe programme.

### Funding

Budget based, max. 70% of the eligible costs.

Cross Sector

## NEWS - Journalism Partnerships



Sam McGhee © unsplash.com



27.02.2025



10,5 Mio.

**With this call, the European Commission is addressing the European news media sector to promote cooperation between professional news media organisations and to improve the competitiveness of professionally produced journalism.**

**There are two actions:**

1. Collaborations: Consortia of at least three partners from countries taking part in the Creative Europe programme with a mix of profit/non-profit and different sectors of the news media industry can apply.  
80% of the eligible costs, maximum 2 Mio. Euro.
2. Pluralism: Consortia or individual organisations, which offer funding for journalism of public interest and of particular importance for the democracy.  
90% of the eligible costs, maximum 3 Mio. Euro

**Cross Sector**

## NEWS - Media Literacy



Escape Fake © Polycular



06.03.2025



2,75 Mio.

**Media literacy aims to allow citizens to develop a critical understanding and use of media. Media literacy is also a powerful instrument to limit the impact of disinformation. Funding is meant for activities around best practices from innovative media literacy projects, toolkits and media literacy practices. Citizen inclusiveness, civic engagement and participatory culture should be a fundamental aspect of the proposal.**

**Applicants**

Proposals must be submitted by a consortium of at least three applicants from three different eligible countries. The consortia may include profit and non-profit organisations (private or public), public authorities (national, regional, local), international organisations, universities, tech providers etc.

**Funding**

70% of the eligible costs, maximum 500.000 Euro.

**Cross Sector**

# NEWS - Media Freedom Rapid Response Mechanism



© Creative Europe



14.01.2025



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The call **NEWS - Media Freedom** aims to support the design and management of a Europe-wide rapid response mechanism to support media freedom and journalists' safety, covering all EU Member States.

## Applicants

Open to consortia of at least two entities from a minimum of two different countries participating in the programme. The consortia may include profit and non-profit organisations (private or public), public authorities (national, regional, local), universities, educational institutions and research centres.

## Funding

Max. 90% of the total eligible costs.

## Good to know



»Peacock« by Bernhard Wenger (c) Geyrhalterfilm, CALA Filmproduktion

- **Grants = non repayable loans**
- **Horizontal priorities for all funding schemes: diversity and sustainability**
- **Evaluation by non-national experts**
- **Application online only**
- **Registration of the company in the Funding and Tenders Opportunities Portal (FTOP) of the European Commission**
- **Evaluation by non-national experts**
- **Call document = guidelines**
- **Annexes (differ from call to call, do not change the format)**

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

# Contacts



»Boomerang« by Shahab Fotouhi © New Matter Films

## CALL YOUR DESK

Four Creative Europe Desks in Germany provide information and advice on MEDIA. The Creative Europe Desk in Bonn informs about the CULTURE subprogramme. All five offices are available for questions regarding the CROSS SECTOR strand.

### **Creative Europe Desk Berlin-Brandenburg**

Tel.: 0331-743 87 50/51/52 / [info@ced-bb.eu](mailto:info@ced-bb.eu)

### **Creative Europe Desk Hamburg**

Tel.: 040-390 65 85 / [info@ced-hamburg.eu](mailto:info@ced-hamburg.eu)

### **Creative Europe Desk München**

Tel.: 089-54 46 03 30 / [info@ced-muenchen.eu](mailto:info@ced-muenchen.eu)

### **Creative Europe Desk NRW**

Tel.: 0211-930 50 14 / [info@ced-nrw.eu](mailto:info@ced-nrw.eu)

### **[www.creative-europe-desk.de/media](http://www.creative-europe-desk.de/media)**

For questions, assistance related to the programme and help cooperating with organisations in other countries, Creative Europe Desks are in place in every participating country.

**[culture.ec.europa.eu/resources/creative-europe-desks](http://culture.ec.europa.eu/resources/creative-europe-desks)**

### **Imprint**

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### **Cover**

Tilda Swinton in »The End« © Felix Dickinson, courtesy NEON,  
World Sales: The Match Factory GmbH

**Hamburg, November 2024**



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